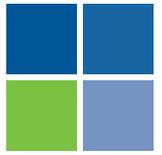


NIKE

NEW YORK STATE women, INC.



NIKE

The official publication of
New York State Women, Inc.

VOL. 64 ■ ISSUE 4 ■ JUNE 2015

Our Mission

To build powerful women
personally, professionally,
and politically.

Our Vision

To make a difference
in the lives of
working women.



Dated Material — Deliver Promptly

NYS Women, Inc.

**Connections • Networking • Resources
Advocacy • Inspiration • Friendship**

In this Issue:

- Women who helped build the Empire State.....6**
- Women's Day at the Fair.....7**
- Celebrate our members' milestone years.....12**
- "Virtual" Reality Store offers insights.....14**

NYS Women, Inc. The State of the State



Let's start our great adventure!

by Renee Cerullo
NYS Women, Inc. President, 2015/16

It's hard to believe I was just installed as your NYS Women Inc. President! Thank you to everyone for all your words of encouragement and support. I get asked all the time why I'm a member of NYS Women Inc. when there are so many business organizations out there. The answer to this question is different for each of us but for me – mentoring, networking, personal and professional development, friendship, are the words that come to mind. It is by far the best organization and I am proud to be a member.

Over the years our organization has helped me develop leadership and business skills, friendships, and business contacts. So many of the women I've met have mentored me as I decided to take my consulting to a new level and make it into a business. When everyone else I knew thought I was out of my mind to leave a secure state job to take a chance at running my own business, the women of this organization encouraged me. I have now been in business 15 years. I also run a non-profit I helped found called Ed Tech of WNY which connects Western New York children with technology so they can get a better education and be prepared for the workforce. I would never have thought any of this was possible 10 short years ago.

I am so passionate about this organization and I hope you all share this enthusiasm. Please consider joining in all the excitement this year and help to take NYS Women, Inc. to the next level. I have some goals and initiatives planned for the upcoming year:

Awareness. We'll be putting a lot of effort into the marketing and branding of the entire statewide organization *and* the local chapters. We plan to provide marketing materials to chapters, a how-to market guide, and a lot of guidance. We have already provided those members who attended the annual conference, with NYS Women, Inc. business cards. We'll also hold a workshop on how to market, and grow, your chapter at the meeting October 16 to 18, 2015 in Syracuse.

Sponsorships. We have changed the *NIKE* sponsorships to sponsorships that will embrace all of NYS Women, Inc. We'll be looking for companies to sponsor our entire organization and help underwrite our meetings.

Social Media. By increasing our social media presence and using consistent hashtags (#NYSWomen, #equalpay) we will increase public awareness of NYS Women, Inc. We're already getting retweeted regularly just through a small increase in our postings. Media outlets will take notice of our organization the more active we are on social media.

Politics. We're teaming up with PowHerNY to expand our ability to lobby in New York State and provide our members with the most up-to-date political information. Stay informed by watching our Facebook and Twitter feeds.

Let's get to know each other! How well do YOU know members in your chapter or other chapters in your Region? We want to work on changing that this year.

And finally, I have a gift I'm presenting to the organization: I'm donating the redesign of our website. This redesign will make our website more appealing and responsive; "responsive" means the site will respond/change when it's viewed on a mobile device or tablet. More and more people use their smart phones to access the web and the new design will help us to better market our organization. We should go live with the new website within the next month.

I look forward to helping grow NYS Women, Inc. in the upcoming year. I will give it 110% and I hope that all of you will join me in this great adventure!



Calendar of Events

2015

20th of each month: *Communicator* deadline

June

15 *NIKE* deadline

September

2 Women's Day at the State Fair
Syracuse, NY

October

16-18 Fall Board Meeting
DoubleTree Hotel • Syracuse, NY

2016

April

9 Spring Board Meeting
Griffiss Institute, 725 Daedalian Drive
Rome, NY

NEW YORK STATE women, INC.

Our Mission

To build powerful women
personally, professionally,
and politically.

Our Vision

To make a difference in the
lives of working women.

Images on front cover: © canstock.com

NIKE Submissions

All contributed articles must be original work; all previously published works must be accompanied by the publisher's authorization to reprint. *NIKE* reserves the right to edit contributed articles for clarity and length, and reserves the right to refuse to publish any contributed article.

The articles contained in *NIKE* express the views of the individual authors and do not necessarily represent the views of New York State Women, Inc. *NIKE* is distributed for information purposes only, with the understanding that neither New York State Women, Inc. nor the individual authors are offering legal, tax or financial advice.

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Table of Contents

Features

Column: Empire Builders Mary Stafford Anthony – JoAnne Krolak....**6**

Feature: Personal Development “Virtual” Reality Store™ offers insights for young women – Helen Rico.....**14**

NYS Women, Inc.

The “What’s in a name?” Contest.....**5**

Meet us at the Fair!.....**7**

October Board Meeting.....**10**

6th Annual Conference Highlights...**11**

The winning New Careerist Speech..**11**

Members’ Milestone Years.....**12**

Welcome New Members.....**13**

In This Issue

President’s Message Renee Cerullo.....**2**

Chapter News

Bay Ridge Brooklyn.....**8**

Buffalo Niagara.....**8**

CNY Professional and Working Women.**8**

Chadwick Bay.....**8**

Grand Island Professional Women.....**9**

Rome Professional and Business Women.....**9**

St. Lawrence County.....**9**

Southern Finger Lakes Women.....**9**

All Stars

NIKE All Stars.....**18**



You don’t want to miss Women’s Day at the NYS Fair on September 2nd!

(see page 7)

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New York State Women, Inc.
President
Renee Cerullo
president@nyswomeninc.org

NIKE Editor, Katharine Smith
173 Audubon Dr.
Snyder, NY 14226
PR@nyswomeninc.org

Associate Editor, Susan Fayle
Trinity Tower Apartments
33 Linwood Ave. • Buffalo, NY 14209
PR@nyswomeninc.org

Production, Joyce DeLong
Insty-Prints Business Printing Services
3959 Union Road • Buffalo, NY 14225
joyce@instyprintscheektowaga.com

Business Manager, Sue Mager
3406 McKinley Parkway, Apt C-11
Blasdel, NY 14219
NIKEmgr@nyswomeninc.org

NIKE Advisory Board
Katharine Smith, Editor, Communications
Susan Fayle, Associate Editor
Sue Mager, Business Manager
Pauline Hoffmann, Public Relations Chair
Renee Cerullo, President, ex officio
Mary Stelley, Treasurer, ex officio

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From the Editor

“Plus ça change, plus c’est la même chose.”

The more things change, the more they stay the same.



“The more it changes, the more it’s the same thing” is a quip from the French critic, journalist, and novelist, Jean-Baptiste Alphonse Karr, originally published in January 1849.

And he knew what he was talking about. Despite the constant, changing motion of human history, it’s so often the case that people tend to stick with what they know, mostly because change can be uncomfortable and, frankly, CHALLENGING.

We like to sit in our favorite comfy chair, eat the same meals, and hang out with the people we already know, and – basically, – stay UNCHANGED. Admittedly, it’s good to have continuity, in our lives and in the organizations to which we belong; certainly our American government doesn’t have to reinvent the wheel every four years when we vote in a president or a new Congress. There’s a lot to be said for the stability of staying the course.

But change can also bring about dynamic and exciting possibilities that broaden horizons, create unforeseen opportunities, and inspire us.

Inspiration is why we’re holding a state-wide contest to give *NIKE*, our organization’s magazine, a new name. We want to position NYS Women, Inc. as the go-to organization for young professional women; the must-belong-to group for working women of all ages; the resource that engages, inspires, and uplifts lives. This is an opportunity for us to engage with our members, potential members, and past members; it’s a time to really THINK about who we are and where we want NYS Women, Inc. to go in the future.

True, it’s only a name. But words really DO matter and a new name for our organization’s publication can give us a new way of connecting NYS Women, Inc. to the lives of contemporary women. A CHANGE that can move us forward and keep us relevant in the 21st century.

-Katharine Smith, NIKE Editor

Next NIKE Deadline

DEADLINE FOR THE SEPTEMBER ISSUE IS JULY 15, 2015. When emailing your submission type *NIKE* in the subject line, and send to the attention of Katharine Smith, *NIKE* editor at PR@NYSWomeninc.org. Published material must be accompanied by a letter from the publisher giving permission to republish and the credit line required to be included with the article.

“What’s in a name?”

“WHY is our magazine called *NIKE*? And do today’s young professional women know what that name stands for? Other than the big corporation with a ‘swoosh’ logo?”

“Does today’s young professional woman know what NIKE – the name of the NYS Women, Inc. magazine – stands for? Is it meaningful to her – NOW – in the 21st century?”

That was the question asked of me by a long-time member during the NYS Women, Inc. conference in June.

She went on to remark, “We should change the name of the state magazine from *NIKE* to something more relevant to professional and working women in the 21st century.”

I was somewhat taken aback! I hadn’t really thought about it before. . . it was *NIKE* when I joined then-BPW/NYS and *NIKE* it remained after our organization parted ways with BPW and recreated itself as NYS Women, Inc. Even after I became editor of the magazine, it didn’t occur to me that there might be a more meaningful, powerful – and contemporary – name for our publication.

Think about it: Do YOU know where the name “Nike” comes from? Is the FIRST thing to come into your mind a “swoosh” logo for a certain sneaker company? Or do you refer to ancient mythology? Or do you connect it with the original Business and Professional Women organization?

NIKE is inextricably intertwined with BPW/USA.

“Nike” is actually inextricably intertwined with BPW/USA: Back in 1920 the organization’s National Convention tasked a committee to “select an emblem typifying the emergence of women in the business world, with vision and courage for unlimited possibilities and growth in an organization for business and professional women.”

By 1921 the BPW/USA emblem with Nike (as personified by the Greek statue, Winged Victory of Samothrace) was chosen because of its symbolism of progress. It’s still the graphic image used by the BPW Foundation today.

The name is derived from Greek mythology: Nike was the winged goddess or spirit of victory, both in battle and peaceful competition.

Our organization is an important resource for contemporary women in New York State.

Does a 95-year-old image reflect our organization NOW in 2015? Does a figure from ancient Greece describe our vibrant, contemporary organization? I brought those questions to the NYS Women, Inc. board of directors meeting at the conference in June and they agreed that it’s time to give our venerable magazine a “refresh.”

YOU can be a catalyst for our organization.

I’m pleased to announce we’re holding a contest to re-name our magazine: and it’s open to NYS Women, Inc. members! YOU could be the member who gives our magazine a name that reflects our organization NOW. A name that demonstrates our mission to “build powerful women personally, professionally, and politically” and vision to “make a difference in the lives of working women.”

The contest rules are simple!

- 1.) Any member in good standing can enter.
- 2.) Submit YOUR idea for a new name for our statewide magazine with an explanation of why you chose that name and how it relates to our organization’s mission and/or vision.
- 3.) Include your name, email address, and the name of your chapter with the submission.
- 4.) Email your submission to PR@nyswomeninc.org with “What’s in a Name? Contest” in the subject line. OR fill out the form on this page and mail it to: White Rabbit Design, 173 Audubon Drive, Snyder NY 14226.

Our panel of judges will go through the entries carefully and – depending on how many submissions we receive – we’ll unveil the winner and the new name for our magazine in the September or December issue! So send in your submission TODAY!

“What’s in a name?” Submission Form

Your name (first and last)

Your email address

Your chapter

Proposed new name for NYSW magazine

Reason for new name

Mary Stafford Anthony

Women Who Helped Build the Empire State

by JoAnne Krolak

Mary Stafford Anthony was born in 1827 in Battenville, NY, to Daniel and Lucy Read Anthony. She was the youngest of the Anthony family's children. As a girl, Mary lived on the family farm and, with her sister Susan, followed the Quaker tradition of hard work, help for the needy and education for both boys and girls.

When she was 17, Mary became a teacher in Fort Edward, NY, earning a salary of \$1.50 per week. She boarded with families in the district. One year later, the Anthony family moved to a farm in Gates, NY, where Mary would help with chores and housework. When Mary turned 27, she returned to teaching and would be employed in Rochester area schools until her retirement.

In 1860, Mary took a job as acting principal in a Rochester school. Being unwilling to work at the job at a lesser rate of pay, she demanded a salary equivalent to that paid a man in the same position. Mary received it. In 1868, Mary became principal of Ward School No. 2 in Rochester, where she remained until her retirement in 1883.

Mary's father, Daniel Read, had died in 1862. For a time, Mary and her mother, Lucy, lived on North Street. Later they moved to a house on Madison Street. Lucy had been an invalid since 1870, and Mary was her caregiver, in addition to providing financial support, a responsibility she would fulfill until Lucy's death in 1880.

In addition to her teaching duties and caregiving responsibilities, Mary participated in several Rochester organizations. Starting in 1873, Mary was active in the Women's Christian Temperance Union. In 1885, Mary organized the first meeting of the Women's Political Club (she served as organization president from 1892 until 1903). During her time with the Women's Political Club, Mary and the Club would organize a drive to get the City of Rochester to include a women's suffrage clause in its new charter. In 1893, she became the corresponding secretary for the New York State Woman Suffrage



Active in women's suffrage, Mary Stafford Anthony, left, is shown with her famous sister, Susan B. Anthony.

Association. In 1901, Mary became a Life member of National American Woman Suffrage Association. She also ran a woman suffrage campaign out of the family's home. Some might say that for Mary, the cause was personal. She owned a home and paid taxes, but was not allowed to vote for the people who levied the taxes. Every year without fail, she would write "under protest" on her tax payments.

During the period when Mary kept the house at Madison Street, Susan B. Anthony settled in Rochester. Susan made the Madison Street home her home, and lived there between trips on behalf of the women's suffrage cause. Mary would shop for Susan, run her errands, and help pack Susan's bags for her many trips on behalf of women's

suffrage. Mary was also able to assist her sister financially. It was Mary who contributed money to help keep Susan's newspaper, the "Revolution," afloat. She also donated money toward Susan's efforts to open the University of Rochester to women students. Mary had intended to leave \$2,000 to the University in her will, if the school became co-educational. However, Susan told Mary "give it now... don't wait, or the girls may never be admitted."

In 1899, and again in 1904, Mary traveled to Europe to attend meetings of the International Council of Women. In 1905, she accompanied Susan to Portland, Oregon, where the sisters attended the National American Woman Suffrage Association (NAWSA) convention. In 1906, the sisters would travel to Baltimore, Maryland, to attend another NAWSA convention. This convention was held little more than a month before Susan's death. After Susan's death, Mary traveled with the Rev. Anna Howard Shaw back to Portland to work on the Oregon women's suffrage campaign. The campaign would prove unsuccessful and Mary returned to Rochester, where she would die of leukemia on February 5, 1907. Mary was buried next to Susan in Rochester's Mount Hope Cemetery.

Meet us at the Fair! (Women's Day at the Fair, that is.)

This year's **Women's Day at the Fair** promises to be a very special event! Make your plans now for **Wednesday, September 2, 2015**, at the New York State Fair in Syracuse. Women's Day is a wonderful opportunity for members of NYS Women, Inc. to network and share our organization's mission to "build powerful women personally, professionally, and politically."

NYS Women, Inc.'s membership pavilion booth will be open from 10:00 a.m. to 4:00 p.m. distributing Hershey's PayDay® candy bars to draw attention to pay equity for women. The luncheon speaker that day will be **U.S. Senator from New York State, Kirsten Gillibrand**.

The morning program, promoting volunteerism, will be presented by **Mrs. New York State, Jessica Lahr**. The day's theme *Push It* is derived from that afternoon's concert with **Salt-N-Pepa**, one of the first all-female rap groups.

A link to reservation forms may be found online at www.NYSFair.org. The \$20 cost includes the morning and luncheon programs plus entry and parking. Hope to see everyone on Women's Day!

For more information, contact Pat Ferguson at PatFerguson@aol.com or 315-458-1970.



Kirsten Gillibrand was first sworn in as United States Senator from New York in January 2009. In November 2012, Gillibrand was elected to her first six-year Senate term with a historic 72 percent of the vote, winning 60 of New York's 62 counties.

Prior to her service in the Senate, Gillibrand served in the U.S. House of Representatives, representing New York's 20th Congressional District, which spanned 10 counties in upstate New York.

After working as an attorney in New York City for more than a decade, Senator Gillibrand served as Special Counsel to United States Secretary of Housing and Urban Development (HUD) Andrew Cuomo during the Clinton Administration. She then worked as an attorney in



upstate New York before becoming a member of Congress.

Born and raised in upstate New York, Senator Gillibrand's home is in Brunswick, New York, with her husband, Jonathan Gillibrand, and their two young sons.

Jessica Lahr is originally from Prattsburgh, NY. Soon after high school, Jessica met her future husband Chad through a family member. They have now been married for eight years and are raising their two boys Colby (7) and

Max (4) in the Finger Lakes region. Jessica is a stay-at-home mom, model, commercial actress, and co-business owner of Beast Mode Athletics LLC, a company that gives back to charitable organizations and brings communities together by running fun athletic events for adults and children.



After seeing her son recover from the rare Kawasaki disease thanks to successful treatments, taking control of her own health by losing 70 pounds, and seeing close friends and family members fight the battle against cancer, Jessica has become passionate about giving back to multiple charities. She has helped to support a number of charities such as the Ronald McDonald House, American Cancer Society, Access to Community Resources, American Red Cross, Thrive to Survive, among others.

Jessica has become passionate about mentoring, encouraging and empowering women to follow their dreams despite adversities or obstacles.

Salt-N-Pepa is an American hip hop trio from Queens, NY. The group, consisting of Cheryl James ("Salt"), Sandra Denton ("Pepa"), and originally Latoya Hanson who was replaced by Deidra Roper ("DJ Spinderella"), was formed in 1985 and was one of the first all-female rap groups. Through their career, Salt-N-Pepa have won numerous awards, including a Grammy Award for Best Rap Performance by a Duo or Group (1995), MTV Video Music Award for Best R&B Video (1994), and BET Hip Hop Awards I Am Hip-Hop Icon Award (2010).

Chapter & Region News

Bay Ridge Brooklyn – Region 2

- submitted by Ed Barnas

At its April meeting, the Bay Ridge Brooklyn Chapter awarded a scholarship grant to Gina Abdulahad, a student at Brooklyn College. President Doris Amen and Scholarship Chair Catherine La Grutta presented Ms. Abdulahad with a check for \$2000 to help support her studies. In line with the goal of supporting professional development for women, the chapter periodically awards a scholarship to a Brooklyn resident who is attending college within NYC with preference given to candidates who are working women or those who have returned to school.

Buffalo Niagara – Region 8

- submitted by Katharine Smith



The Buffalo Niagara Chapter honored its “Women in Leadership” at a luncheon on June 15 at the Twentieth Century Club in Buffalo, NY. Honorees are women business owners, professionals, and working women

who have exhibited leadership, enterprise, and excellence in their business or profession and give back to the community. The goal of the program is to recognize women who have succeeded both in the business and charitable arenas and help inspire others to follow in their path. Each month throughout the year an honoree is profiled on the local ABC affiliate, WKBW-TV.

The Twentieth Century Club of Buffalo is considered to be one of the oldest and most historic private women’s clubs in the United States, founded in 1894 by Miss Charlotte Mulligan. It reflects the growth of the national women’s club movement and the increased influence of women generally in American life. It was a fitting location to honor the women leaders of Buffalo Niagara’s future, in a venue housing an organization with a long history of supporting and promoting women.

Central New York Professional and Working Women – Region 5

- submitted by Pat Ferguson

Central New York Professional and Working Women held its installation June 16, 2015 with Audrey MacDougal (center) and Helen Rico, state membership chair, and (right) presiding (Cheryl Lavin on left).



Pictured at right with Helen and Audrey are Cheryl Lavin, secretary; Judy McLeod, treasurer; Denise Walker, president; Diane Walker, vice president; and Maureen Fogarty, immediate past president.



On that night as well, Brenda Cudmore was the recipient of the chapter’s scholarship. She is pictured (right) with Denise Walker (left) and Maureen Fogarty (center).



Chadwick Bay – Region 8

submitted by Donnie Hover, president, Chadwick Bay

Chadwick Bay met on May 19th at the Fireside Manor to award the chapter’s scholarships to non-traditional students. Jacquelyn Sasso, of Fredonia and Kamie Fields of Dunkirk were presented with \$750 certificates. These scholarships are made possible by funds raised by the Getaway Weekend held this past March at the Clarion Hotel.

Kamie Fields received her bachelor’s degree from Empire State College in December 2013. She is currently enrolled at Medaille College and plans on graduating in 2016. Her goal is to work in the capacity of licensed clinical mental health counselor.



From left to right: Kamie Fields, Nancy Mosier, Jacquelyn Sasso

Jacquelyn Sasso has two associate degrees and is working toward a bachelor degree in human information management from Jamestown Business College. With her newly-gained knowledge she has turned a paper office into an electronic billing office. She has increased efficiency in the scheduling of patients.

Renee Cerullo, president of NYS Women, Inc. was the guest speaker. She expressed the importance of networking and described the many resources available through our organization.

The Chadwick Bay Chapter is reaching out to Northern Chautauqua County to expand its membership. Not only does the chapter perform community work but also fosters the success of women in the workforce throughout the community; offering career advancement resources, helpful work/life strategies, leadership development, and personal and professional connections. NYS Women Inc.

Chapter & Region News

also offers a unique network for women's empowerment; insight into the balance of work and family; opportunity to build their leadership capability; and a forum to develop personal and professional skills to further their careers. For further information on membership please contact Donnie Hover, president of Chadwick Bay Chapter, at 716-673-1045.

Grand Island Professional Women – Region 8

- submitted by Mary Anne Shea, public relations chair

Terry Collins, shown at the right, president of Maroon Technology Ltd. of Grand Island, received the Annual Women's Effective Leadership Award for Women in Business at the chapter's June 24 meeting at Elldins at River Oaks, Grand Island.



The award was presented by Dr. Sherry Bradford, a member of the Grand Island Chapter and president and co-founder of AccuTheragnostics, Inc. in Buffalo. According to Dr. Bradford, the award is an opportunity to recognize women for what they have accomplished and honors a woman who "actively supports and inspires women to reach their full potential."

Collins received her bachelor's in electrical engineering from State University of New York at Buffalo and an MBA from Canisius College. She is a sales and marketing professional with a strong background in software engineering. She is president of Maroon Technology Ltd., a marketing and web design firm.

She is active in the Cub Scouts and Boy Scouts, GI Soccer Club, PTA, Knights of Columbus, Network in Aging, and WordPress Meetup. Her professional affiliations include Beta Gamma Sigma Business Honor Society, Sandler Strategic Sales, Presidents Club and Toastmasters. She is a director of the Grand Island Chamber of Commerce.

Terry Collins and her husband Tim have two sons, 24-year-old Matt, who works in finance in Manhattan and Joe, 23, whose first year of law school was interrupted by a diagnosis of adult acute myeloid leukemia (AML). Terry says they are so thankful that Joe's particular AML is responding well to treatments and that he has a 10 out of 10 match-stem cell donor.

Chapter 2015-16 officers were installed that evening by Linda Przespasniak, first vice president, NYS Women, Inc. Officers are Diane Dinsmore, president; Bev Kinney, vice president; Carol Golycki and Sheila Benoit, secretary; and Jan Lydon, treasurer.

Rome Professional and Business Women – Region 5

- submitted by Helen Rico

Sarah Smith was the recipient of the 2015 Rome

Professional and Business Women scholarship which is given in conjunction with Dollars for Scholars. Shown on the left in the photo is Sarah Smith, graduating senior from Rome Free Academy and Beth Ann Jones, president of the Rome Professional and Business Women Chapter. Sarah is the daughter of Carolyn and Mike Smith. She will be attending SUNY Cortland in the fall majoring in communications disorders and sciences.



St. Lawrence County – Region 5

- submitted by Sue Bellor

The St. Lawrence County Chapter recently inducted its officers for 2015-2016 at a dinner held at the Italian Affair Restaurant in Massena.

From left are: Secretary Sue Bellor, Treasurer Deb Langevin, Vice President Courtnie Toms, President Miriam Ralston,



and, at far right, Communications Chair Pat McGrath, who presented the women with flowers representing their officer position during this ceremony.

Southern Finger Lakes Women – Region 7

- submitted by JoAnne Krolak

At the April meeting of Southern Finger Lakes Women, Gloria Hutchings, membership chair, conducted installation ceremonies for two new members, Whendy Wolverton and Karen Stewart. Gloria gave each of the new members a packet of information about New York State Women and the chapter. They also received a flower arrangement. Membership pins for both women were presented by Mary Ellen Morgan.

On April 26th, the chapter held its annual chicken barbecue to raise money for the scholarship fund. Dinners were served at the Montour Falls Moose Lodge in Montour Falls, NY.

The chapter is currently conducting a sale of maple products as another fundraiser on behalf of the scholarship fund. The sale was organized by member Karen Hunter.

Nomination and election of officers for the 2015-2016 term were held at the April meeting. Installation of the officers was conducted at the May meeting, which was held at the Watkins Glen Harbor Hotel in Watkins Glen, NY. Installing officer was Hilary Egburtson, assistant

Continued on page 16

Upcoming Event

October Board Meeting

DATE: October 16-18, 2015
LOCATION: DoubleTree by Hilton Syracuse
6301 State Route 298
East Syracuse, New York 13057
315-432-0200 • Fax: 315-433-210

MORE INFO: www.nyswomeninc.org

Plan to attend! Our October board meeting will give you many great opportunities to network with NYS Women, Inc. women and to attend our personal and professional development workshops on Saturday.

WORKSHOPS

Really – REALLY – communicate!

-Panel discussion moderated by Pauline Hoffman, Dean, Journalism/Mass Communication
St. Bonaventure University

Our panel will discuss the finer points of communication in your chapter: Best ways to deal with difficult people; helping different generations of NYS Women, Inc. members to work as a team; and it's not "crisis" communication, it's "facilitating" communication between people.

Let's all put on our program thinking caps!

This brainstorming session will bring out the best ideas for great programs. Learn what programs have worked for other chapters and how that will attract new members.

Wait, THAT'S what our logo looks like?

Learn why branding is important and how to use the NYS Women, Inc. logo properly. What is a copyright? Press release templates: what to include, when to send, who to send the release to, and HOW to send. Breakout sessions will follow the presentation so you'll have the chance to discuss marketing ideas and ask questions of the communications committee.



Schedule (tentative)

Friday, October 16, 2015

3:00 p.m. – 4:00 p.m. Executive Meeting
4:15 p.m. – 5:15 p.m. Region Director/Assistant
Region Director Meeting
5:00 p.m. – 5:30 p.m. Reception/Networking

Saturday, October 17, 2015

7:30 a.m. – 9:00 a.m. Breakfast
8:00 a.m. – 3:00 p.m. Vendors
8:00 a.m. – 9:00 a.m. Career Development
Opportunities Meeting
9:15 a.m. – 10:30 a.m. Panel Discussion: "Really –
REALLY – communicate!"
-Pauline Hoffman, moderator
10:45 a.m. – 12:00 p.m. Workshop: "Let's all put on our
program thinking caps!"
12:15 p.m. – 1:30 p.m. Lunch: "Best Practices"
12:45 p.m. – 2:15 p.m. Workshop: "Wait, THAT'S what
our logo looks like?"
3:15 p.m. – 4:30 p.m. Breakout Session – continuation
of previous session
6:00 p.m. Dinner

Sunday, October 18, 2015

7:30 a.m. – 9:00 a.m. Breakfast
9:00 a.m. – 10:00 a.m. Committee Meetings
10:15 a.m. – 12:00 p.m. Board of Directors Meeting

New York State Women, Inc.

Our Mission
To build powerful women
personally, professionally,
and politically.

Our Vision
To make a difference in the
lives of working women.

6th Annual Conference Highlights

The 2015 Annual Conference has come and gone, but we'll be remembering the fun and excitement at the Millennium Hotel in Buffalo, NY for a long time! A high point of Saturday was Membership Chair Helen Rico's lunchtime honoring of members' milestone years, ranging from five years up to an amazing 69 years(!) of continuous membership on the part of Rosanna Smith (Southern Finger Lakes Women). See page 12 for the full list of "milestone members" Linda Winston and her committee gave a lively presentation of chapter awards.

Saturday also offered memorable presentations from four NYS Women, Inc. members in the Personal and Professional Development Competitions, chaired by Gale Cohen. Fran Ferrari, Richmond County

Chapter and Fran Vaughan, Buffalo Niagara Chapter both competed for New Careerist which recognizes the accomplishments of a member who has changed careers within the last five and the challenges she faced (Fran Vaughan came received first prize; Fran Ferrai placed second).

Christine Delisa, Richmond County Chapter, was the winner in the Political Development competition; she spoke movingly of her mission to provide for housing on Staten Island for homeless veterans, especially women with children.

Dani Dudkowski, Buffalo Niagara Chapter, came in first place in the Career Recognition competition, a program designed to show professional growth.

(For videos of three of the presen-

tations, go to: <http://nyswomeninc.org/Programs.aspx>.)

The weekend's seminars were well attended: Nancy Weil, The Laugh Academy, set the tone on Saturday morning with *All Stressed Out and Ready Blow*, with an analogy for the people we all work with – or for – as the characters in Winnie the Pooh stories (we ALL know someone with the personality of Eeyore or a Tigger!).

Althea Luehrsen, of Leadership Buffalo, shared dynamic networking tips and techniques in her *Accelerate Your Networking* presentation; attendees put her ideas to use later that day.

The installation of new officers was ably handled by Ramona Gallagher, who used children's building blocks as an analogy for "building" a better NYS Women, Inc.

My "Career Recognition" Presentation

by Dani Dudkowski

When I joined NYS Woman, Inc. I was unsure what I was getting myself into. I knew I wanted to join a woman's group, but I didn't know what I was looking for. I hoped to find an organization that I could rely on and that would help me advance both personally and professionally. I have been a member now for just shy of a year and I could not be happier with my decision to join this group. All of the women make me feel like I am a part of the organization and encourage me to be more involved!

I joined in on the Saturday events for this year's annual conference. I met so many great woman from other chapters and I learned a ton from the different speakers! While attending I participated in the Personal, Professional, and Political Development Program contest. This gave me the

opportunity to express my struggles and get my story out there. After I spoke, I felt more confident in myself and in my ability to be a part of the group. I knew this would just be a start for me. I ended up winning first place in the Career Recognition Program and I not only happy to be a winner, I was happy that I was more confident in myself.

Throughout the night so many members approached me and congratulated me and told me what a great job I did. I knew at that moment, I found the group I was looking for!

I look forward to participating in more events. I have started helping our new president, Renee Cerullo, with the social media aspect of the group and I hope to get my feet wet with some other projects. Maybe one day I will have the opportunity to be your NYS Woman, Inc. President!

[Editor's note: Dani is not only a new member but a first timer at an annual conference! Here is her winning presentation in the Career Recognition competition.]

Throughout my college years, I have had the opportunity to learn more than just what my academic courses had to offer. I learned how to manage money so I could pay my way through school, I learned how to cope with the death of a loved one and I even learned how to endure

workplace harassment. My optimism and determination has helped me overcome all of these issues and ultimately mold me into the woman I am today.

Going to college is a privilege many people take for granted. I knew if I wanted to pursue my academic ambitions I was going to have to make it happen for myself. I started college at Erie Community College, graduating

Continued on page 16

Celebrating our members' milestone years!

NYS Women Inc., recognizes those members who are celebrating increments of five years of membership completion and after 40 years, each and every year, they are presented with a certificate at the annual conference signed by the current president and membership chair.

-Helen Rico, Membership Chair 2015/2016

5 Years of Membership

Rosemarie Abid
Andrea Baldwin
Claudia Baldwin
Marie Bitter
Amy Calabrese
Kathleen Clark
Jacquelyn Colucci
Alice D'Ermillio
Kimberly DeSimone
Catherine DiStefano
Gloria S.Dunton
Janet Estevez-Filardi
Deborah Feeney
Martha Grill
Denise Gueli
Beatrice Harrington
Suzanne Kelley
Claire Knowles
Donna Logan
Carol Philippi
Linda Prohaska
Maggie Quinlivan
Lisa J. Rhoads
Vanessa Rumsey
Theresa C.Schaffer
Carol Sinnott
Virgilia Tegiacchi
Diane M.Walker

10 Years of Membership

Catherine Black
Renee Cerullo
Karen Clark
Lisa Favret
Teresa Hamel
Karen Hunter
Kathleen Jimino
Amy Kellogg
Victoria La Cerra
Christine Olivieri-Donahue
Faith Sigler
Barbara Strzyz

15 Years of Membership

Francine Bauer
Lisa Bundy
Janet Clark McArthur

15 Years of Membership, cont.

Shirley Felder
Suzanne Gigliotti
Wendy Lawlor

20 Years of Membership

Linda Hansen
Patricia Hendrickson
Madalyn Malinowski
Jeanne White

25 Years of Membership

Donna Bundy
Marilyn Mannino
Linda Przepasniak

30 Years of Membership

Carolyn Frazier
Shirley M. Golden
Janet McMaster
Julia O'Grady

35 Years of Membership

Ann Clinton
Mary Stelley
M. Denise Walker
Margherita Clemento

40 Years of Membership

Viola McKaig
Mary Ellen Morgan

41 Years of Membership

Ada Ruth Ace
Elsie Dedrick
Margaret Jensen
Audrey MacDougall
Elaine Macedonio
Catherine Raycroft

42 Years of Membership

Doris Brooks
Florence Campbell

43 Years of Membership

Katherine Boland
Elizabeth Drislane
Nancy Taylor

44 Years of Membership

Karenlea Kretsch

45 Years of Membership

Barbara Ann Battaglia

47 Years of Membership

Janice Brew
Christine Daniels
Olga Irwin

48 Years of Membership

Helen Swank

49 Years of Membership

Martha McLean

51 Years of Membership

Geraldine Walters-Smith

52 Years of Membership

Margaret Barry
Lois Bircher
Rosalie Pittinaro

55 Years of Membership

Lucille Argenzia

56 Years of Membership

Margaret Bailey

58 Years of Membership

Patricia McGrath

59 Years of Membership

Mildred Denson

60 Years of Membership

Dorothy Mangano

63 Years of Membership

Dorothy Winter

69 Years of Membership

Rosanna Smith

And, welcome to our newest members!

Each upcoming issue of *NIKE* will welcome our new members!

Buffalo Niagara

Julie Berrigan
Putone Bullock
Alexa Buzak
Dianna Derhak
Nancy Guiffrida
Debra Kremblas
Katherine Lucas
Geraldine Martin
Erin McCabe
Alisha Taggart-Powell

Capital Region Womens Network

Sultana Varvarousis

Clarence Chapter

LeeAnn Babirad
Jenifer Bavifard
Dorene Dibble
Jeannine Morlacci

Grand Island Professional Women

Danielle DelMonte
Catherine Lee
Cyndy Montana16

Greater Binghamton

Amy Szostak
Jane M. Bensley

Lake to Lake Women

Pat Alnes
Joan Grela
Margaret Nicandri
Judy Pipher
Gwendolyn Sparks

Mohawk Valley

Gina Dier
Mandi Kline
Gail Rice
Cheri Zielinski

Niagara Frontier

Alice Pfonner

Professional Business Women of Rome

Carol Manuele
Michele Salisbury

Professional Women of the Finger Lakes

Kelly Colf
Sue Craugh
Tracy Janczak
Michelle Kingston
Teresa Pare
Taryn Windeim

Professional Women of Sullivan County

Mary Geiger
Elizabeth Lechner
Ella Martinek
Sabina Mazzeo

Richmond County

Gloria Perez

Southern Finger Lakes Women

Karen Stewart
Whendy Wolverton

Staten Island

Patricia O'Connor
Fran Reali

Steuben County Women

Vicki Mosgrove

Members at Large

Alora Gross
Lara Soto
Alison Stanulevich

Meet your new officers

Officers and committees 2015/2016

Officers



President: Renee Cerullo



President Elect: Theresa Lynne Fazzolari



1st Vice President: Linda Przespasniak



Treasurer: Mary A. Stelley



Secretary: Debra Carlin



Immediate Past President: Colleen Ostiguy

Standing Committees

Bylaws: Neale Steiniger
Communications: Katharine Smith
Finance: Ruthann Roque
Membership: Helen Rico
Personal/Professional Development: Gale Cohen
Advocacy: Joanne Olbrich

“Virtual” Reality Store offers insights for young women

by Helen Rico



The NYS Women, Inc. Youth Leadership Conference was attended by local high school sophomores, juniors, and seniors prior to the winter board meeting at the Griffiss Institute in Rome, NY on April 11. The students participated in The Reality Store™, a fun, financial simulation which gives them the opportunity to

select their future careers and make decisions about their lifestyles based on their financial savvy.

The best analogy for the Reality Store is to compare it to a “human Monopoly game.” Students learn about financial responsibilities (whether they have enough money to buy Baltic Avenue or Park Place!) when they are considering utilities, transportation, cell phones, as well as other life choices. Students literally walk from table to table and make decisions regarding what they can or cannot afford, based on their individual circumstances.

Students are given a salary, using the US Department of Labor rates and a specific locality. For this simulation in April, we used Central New York for their locality since this is where the students resided. They then proceed from table to table (staffed by NYS Women, Inc. members and volunteers) to “buy” housing, transportation, groceries, insurance, furniture, clothing, electronics, vacations, utilities, child care, pets, etc. The members told the student the cost of the commodities and had them annotate that cost in their “checkbooks.” To make it easier for the students, each had a large, letter-size check register that had their taxes, 10% of their pay set aside for savings, as well as monthly student loan payments already deducted. Students then had the remaining balance as a starting point.

Here’s the

twist: Each girl was randomly assigned children (it could be none or up to four) and marital status (married, single, widowed, or divorced). The number assigned could potentially increase the cost of groceries, child care, rent, and other life expenses. Simply, if you have more than yourself to worry about, you realize your paycheck doesn’t go far. Students then returned to the “banker” and asked for a loan or where they could get a second job, or if they could return to school to get more education, hopefully helping them get a better job. Sometimes, they needed to dip into their savings because they didn’t have enough money left for the month.

The lesson teaches these young women that the career they elect will greatly influence their future lifestyle.

The young women attending from Proctor High School that Saturday included: Moe Aye, Natasha Maldonado, Ena Tricic, Ajla Isanovic, Majda Begic, Jesrubie Rodriguez, Muslimo Ali, Elvira Seferagic, Ciana Redmond, and Carmenin Rivera.

Many thanks to the NYS Women, Inc. members and volunteers: Bernie Sunderlin, Beth Ann Jones, Amy Kellogg, Sara Ayala, Jim Ayala, Audrey MacDougall, Patti Pollock, Heather Sullivan, Gale Cohen, Linda Przepasniak, Sue Mager, Sue Fayle, and Hillary Egburtson.

Take a moment and think about it... if you had it all over to do again or if you are changing careers what would you be? A nail technician, a hair stylist, a cyber crime analyst, an identity theft researcher, or a computer game coder? Did these careers exist 10 years ago? Do you have the skills, education, to be competitive? Next time, NYS Women, Inc. runs a Reality Store workshop, stop in and

walk through the booths, you will be amazed at what you can learn, and what a terrific program this is for young women.



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My “New Careerist” Presentation

Continued from page 11

with my Associates Degree in I.T. Management. I was on a great path to transfer to a four-year college and get my Bachelor Degree, so I decided to attend Buffalo State College. Two of the hardest lessons I learned while in college were time and money management. It wasn't just hard making my class schedule; I had to balance school with my two jobs and family obligations. It was difficult to manage all my responsibilities, but I knew that my hard work would pay off in the end.

While attending College, I lived in the apartment above my grandpa. This helped reduce in-home health care expenses and I allowed me to save money for school. It was difficult to juggle my grandpa's schedule with school and work, but I was not going to let anything stop me from getting my degree! There would be days I had to choose between family and school. Since my family always comes first, I ended up missing class to take care of my grandpa or drive him to one of his many doctor appointments. I was in my last semester of college when my grandpa passed away. It was difficult to turn in papers or pass exams, so I fell far behind and had to drop my courses. The next semester, I was able to re-focus and jump back into my studies as I was determined to graduate! After finishing the classes I needed, I reached my goal and graduated with my Bachelor Degree in Business Management. I am the first person in my family to get a four-year college degree, so it was a huge achievement and I know my grandpa would be so proud of me!

Another lesson I learned, while attending college happened off campus. While in school, I had a job at a local business. I felt that I could learn from this company and, since I was already going to school for business manage-

ment, I really felt like I could climb the corporate ladder and grow within the company. I was so eager to learn that I agreed to work at different locations to get a feel of how other stores were run, and to interact with different clientele. I enjoyed working with customers, and I was excited to keep learning. Unfortunately, while employed there, I was subjected to workplace harassment. After transferring to a store in the city, I encountered some hostel co-workers including management. I was verbally harassed, given low-end duties no one else would do, and it even went as far as having my hours cut. I was very unhappy, and for the first time, did not see a future with this company. I knew I was ready for a fresh start. I needed a place where I could use my education and grow. That is when I decided I would focus on school and look for a new job that was a better fit for me.

Currently I work at a company I truly Love. I am grateful to have an employer who has been an amazing mentor to me. I can see myself growing professionally, within the company, and also personally in my life. My employer gives me the opportunity to use my degree and helps me understand the areas I need to grow in. In addition, she has introduced me to great organizations such as New York State Women, Inc. I feel I am finding my niche at this new company and I have come full circle enjoying my work.

Through it all, I am thankful for the challenges and opportunities I have had in my life. I learned how to manage my money and my time, while overcoming the loss of someone I dearly loved and how to deal with workplace harassment. Because of my challenges, I am now a stronger person and I know with my current career opportunities, I have an exciting future ahead of me!

Chapter & Region News

Southern Finger Lakes Women – Region 7, cont.

director, Region 7. Shown in photo (left to right) Sally Rigden, treasurer; Margaret Jensen, parliamentarian; Judy Phillips, vice president; Mary Ellen Morgan, secretary.



Send Region and Chapter News to:

Katharine Smith at PR@nyswomeninc.org

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NIKE All Stars

The 2014-2015 *NIKE* All Star Campaign is in full swing and thank you to our loyal supporters who have already sent their listings in.

Members will have an opportunity to contribute at our annual conference, and chapters, regions and friends of NYS Women, Inc. can send contributions anytime to the *NIKE* Business Manager. Information on contributing can be found on our website.

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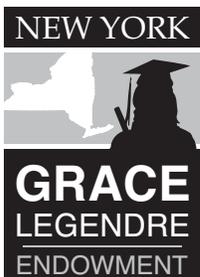
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